

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

INFORMATION CALENDAR

OFFICE OF INFORMATION

UNITED STATES DEPARTMENT OF AGRICULTURE

July 27, 1945

No. 121

AGRICULTURAL LEGISLATIVE DEVELOPMENTS The House passed and sent to the President a bill transferring RFC meat flour, and butter subsidies to CCC; the Senate passed and sent to the President a bill increasing Export-Import Bank's lending authority; the Senate passed a bill requiring the Secretary of Agriculture's written approval of price regulations, etc., with respect to fish. July 21, the Senate passed a bill amending Public Law 518, 78th Congress, providing that the Secretary of Agriculture may compromise, adjust, etc., loans to farmers, so as to include loans exceeding \$1,000. The Senate passed a measure providing for United States membership in the Food and Agriculture Organization of the United Nations. July 23, Senator Kilgore introduced a bill providing for establishment of a National Science Foundation. July 24, the Senate committee reported a bill providing for more effective Congressional supervision with respect to the administration of United States laws. July 25, the Senate Committee reported the bill discontinuing certain reports (including AAA, FS, and Condition-of-Work).

* * * * *

FARM SAFETY PROGRAM CONTINUES National Farm Safety Week will end tomorrow after seven days of enthusiastic nation-wide observance. Secretary Anderson in his message to all U.S.D.A. employees has asked that there be no let-up in the Department's Farm Safety program after the week is over, but that it be carried on throughout the entire year. The Secretary pointed out that it is more important now than ever before to reduce farm accidents, because of the great need for all-out food production. The Department Safety Council is providing technical assistance for the program and is correlating the farm safety activities of the agencies in the Department.

* * * * *

GOVE HAMBIDGE, Coordinator of Research Publications for ARA and prior to which he edited seven of the Department's Yearbooks of Agriculture, has been appointed Executive Secretary to the Interim Commission on Food and Agriculture. The United States by officially joining the FAO this week became the 24th Nation to affiliate. Mr. Hambidge will be succeeded as Coordinator of Research Publications by Ernest G. Moore, present assistant director of Information and having previously served as Chief of the Division of Information for BPI and as Chief of the USDA Press Service.

* * * * *

A HOME CANNING BULLETIN A one-minute movie bulletin on home canning is being distributed by all newsreel companies as part of their regular presentations. It will be seen in most commercial theaters (approximately 14,000) until about September 1. The message is presented by Secretary Anderson, seen sitting at his desk. Some home canning scenes are also shown in the bulletin, distribution of which has been arranged through OWI with the War Activities Committee of the Motion Picture Industry.

* * * * *

SECRETARY ANDERSON will speak from Stillwater, Oklahoma, at the conclusion of farm and home week at Oklahoma A. and M. College, August 3 (NBC, 12:00 noon, CWT). His talk will be the highlight of discussions on post-war plans for farmers. (By transcription, this talk will be released in Washington, D. C., August 4, 3:00 p.m., EWT on NBC.)

* * * * *

MORE SOAP FOR CIVILIANS Production of laundry soap will be increased 10 percent as the result of Amendment No. 6 to soap order WFO 42b announced by Secretary Anderson this week. Under the Amendment more water softening "builder" materials and less fats and oils will be used, with no decrease in the cleansing qualities. With Army requirements for the next months lower, considerably more soap will be available for civilians. This "should persuade housewives of this country to discontinue the practice of raiding the shelves of stores as soon as a new shipment arrives," the Secretary said in making the announcement. He added that he does not plan to authorize the rationing of soap.

The amendment is made effective August 7 to give manufacturers sufficient time to file the necessary applications with OPA for a change in their individual soap formulas without affecting present ceiling prices.

* * * * *

REDUCTIONS IN SET-ASIDES FOR BEEF Further reductions have been announced in beef set-aside percentages for plants under Federal inspection, as follows: Army style beef, from 25 to 20 percent; Utility, and Cutter and Canner grades from 65 to 55 percent. No change has been made in the set-aside for Kosher beef produced in the northeastern area (zone 9). These reductions, effective July 26, result from the adjustment of set-asides in accordance with allocations for the armed forces, and will make some more beef available to civilians. This action is the second taken during July reducing the set-aside on grades of beef.

* * * * *

USDA RELEASES OF SPECIAL SIGNIFICANCE Truck crop news as of 7/15/45--1356; World's 1945-46 tobacco crop placed at 6,346,000,000 pounds--1357; USDA to sell livestock--1365; Wheat goal 68,875,000 acres, rye goal, 2,572,000 acres--1373; Liquid, frozen, and dried egg production--1376; OMF branches combined--1377; Fruit, vegetable markets asked to resume 6-day week--1383; Beef set-aside percentages reduced--1391; School lunch program to continue--1397; Current developments in the farm real estate market--1398; Order imposes restrictions on use of grain for alcohol--1399; Amendment to WFO 131.1 aims to improve civilian sugar distribution--1401; Government set-aside on lard reduced--1405.

* * * * *

OTHER RELEASES OF AGRICULTURAL SIGNIFICANCE. . . . Ceiling price established for grading beef, veal, lamb, or mutton by commercial freezers or locker plants for farm slaughterers--OPA-T-3475; Ceiling price of fresh apples will continue to be \$3.45 a bushel, f.o.b., shipping point until August 19, except for States east of Ohio, Kentucky, Tennessee, and Alabama, where an additional allowance of 25 cents a bushel is authorized--OPA-5776; Nearly all cuts of beef, lamb, and veal to be reduced two points per pound during the rationing period beginning July 29--OPA-5784.

* * * * *

A POST-WAR FORECAST on what's new in foods will be made by scientists and technicians of the Western Research Laboratory of ARA in a scheduled pick-up from Albany, California, on the CONSUMER TIME show August 4. Some results of their research which can be applied after the war, new industrial uses for foods, latest ways of processing some fruits and vegetables, and other items of interest to the housewife can be expected. The show for August 11 will be a dramatization on preventing accidents in the home.

* * * * *

THE "FOOD POOL" is the latest feature in the program of Director of Home Food Supply Paul C. Stark, to make the most of home grown foods this year. The following definition of the plan is being sent to State Nutrition Committee Chairmen by M. L. Wilson, Chief of the Nutrition Programs Branch:

The "Food Pool" is principally the fresh or conserved production of Victory Gardens over and above what is needed for the family supply, together with certain market supplies which may occasionally be in excess at the height of the shipping season. What neighbors swap with each other in community gardens over and above the back yard fence is part of the Food Pool. Fresh vegetables systematically donated and gathered from home gardens for charitable institutions are part of the "Food Pool." The institutions to which they are given can use these fresh or they may can or store them in their own facilities. Natural food pool centers are the community canning projects where excess vegetables can be put up for assignment to Red Cross, school lunch rooms, local charities, or other worthy causes.

The "Food Pools" will be administered by local committees which will determine the recipients of the food, arrange for youth or other organizations to gather and deliver it to local institutions or canning and storage centers, set up canning centers where there are none, provide tin cans or other requirements (usually through the generosity of local service clubs or individuals) and generally "sell" the project to the local community.

the definition, an analysis of the Food Pool Plan, and a covering letter by Mr. Wilson are being sent to State Nutrition Committees, who with their member agencies, are being asked to take the lead in putting the plan over. This same material is being sent to the following State representatives of the agencies represented on the Nutrition Planning Committee: Area Directors of the American Red Cross; State Home Demonstration Leaders and Extension Specialists in Food Preservation; State Home Management Supervisors, Farm Security Administration; State Supervisors of Home Economics and of Agriculture; State Health Officers, State Maternal and Child Health Directors, and Nutritionists in State Departments of Health. The governors of all States are being asked to encourage the plan.

* * * * *

MORE LARD FOR CIVILIANS. . . . Civilians are assured their full allocation of lard for the July-September quarter as a result of a reduction in the set-aside of lard for Army procurement from 5-1/2 percent to 4 percent of the live weight of hogs slaughtered by Federally-inspected slaughterers. This means an increase for civilians of approximately 10 million pounds of lard in August, or a total supply approaching 60 million pounds. The reduction, effective July 29, was effected under amendment 19 to WFO 75.3, and applies to Federally-inspected plants in all States except the 24 previously exempted from the lard set-aside.

* * * * *

OUTDOOR CANNING AD. . . . The message, "President Truman Urges Can More Food," will appear at the bottom of billboards throughout the country during August. Posting of this streamer is being done by the Outdoor Advertising Industry, Inc., in cooperation with OWI and the Department.

* * * * *

AGRICULTURAL WAR MESSAGES NEXT WEEK. . . . OWI has scheduled messages on home canning and the Crop Corps on a total of 81 radio programs the week beginning July 30. Here is the schedule:

ABC--JULY 30, 8:30 a.m., 6:00 p.m., 8:30 p.m.; JULY 31, 8:30 a.m., 2:00 p.m., 2:15 p.m.; AUGUST 1, 8:00 a.m., 1:00 p.m., 2:15 p.m.; 6:-- p.m.; 10:45 p.m.; AUGUST 2, 8:00 a.m., 8:30 a.m., 11:15 a.m., 1:00 p.m.; 2:00 p.m., 6:00 p.m.; AUGUST 3, 8:00 a.m.; 2:00 p.m., 2:30 p.m., AUGUST 4, 10:30 a.m.; AUGUST 5, 9:00 a.m., 10:30 a.m., 10:00 p.m.

CBS--JULY 30, 9:15 a.m., 2:15 p.m.; JULY 31, 7:30 p.m.; AUGUST 1, 3:30 p.m., 7:15 p.m., 11:00 p.m.; AUGUST 2, 11:30 a.m., 2:00 p.m., 9:30 p.m.; AUGUST 3, 9:15 a.m., 4:00 p.m., 5:30 p.m., 11:00 p.m.; AUGUST 4, 9:30 a.m.; AUGUST 5, 2:30 p.m., 7:30 p.m.

MBS--JULY 30, 2:00 p.m.; JULY 31, 11:00 a.m., 3:30 p.m., 4:00 p.m.; AUGUST 1, 11:00 a.m., 4:00 p.m., 10:30 p.m.; AUGUST 2, 10:15 a.m., 1:00 p.m., 2:00 p.m., 7:00 p.m.; AUGUST 3, 1:00 p.m., 7:00 p.m.; AUGUST 4, 1:30 p.m., 9:30 p.m.; AUGUST 5, 1:30.

NBC--JULY 30, 7:45 a.m., 8:00 a.m., 12:00 a.m., 1:45 p.m., 11:00 p.m.; JULY 31, 8:00 a.m., 10:00 a.m., 10:15 a.m., 1:45 p.m., 2:30 p.m., 11:15 p.m.; AUGUST 1, 10:00 a.m.; AUGUST 2, 8:00 a.m., 4:15 p.m., 6:45 p.m., 9:30 p.m.; 11:00 p.m.; AUGUST 3, 8:00 a.m., 10:00 a.m., 1:45 p.m., AUGUST 4, 2:00 p.m., 11:00 p.m.; AUGUST 5, 8:05 a.m., 10:30 p.m.

* * * * *

MOST POPULAR WAR MESSAGES. . . .About 105,800,000 persons heard a radio message on home canning, and 71,842,000, one on Victory Gardens the week beginning June 25. These war messages ranked third and fourth on OWI's Domestic Radio Bureau estimate of audiences for national campaigns scheduled by it on 17 subjects that week. The Seventh War Loan came first on the list and cadet nurses, second, the total number of listener-impressions being estimated at 755,704,000.

* * * * *

ON THE "COUNTRY JOURNAL" SHOW. .George Duthie, Chief of the Department's community forest program, will outline the practical benefits of dedicating community forests as memorials to war dead, when he is interviewed by CBS Farm Editor Chuck Worcester on the Country Journal show August 4, 9:30 a.m., EWT (WABS-CBS). Worcester will also interview William Ockey, Chief of the Department's school lunch distribution program, who will report progress made in providing better food for growing youth. He will explain in particular the development of community school lunch programs.

* * * * *

"AGRICULTURAL COOPERATIVES IN THE POSTWAR PERIOD" is the title of a report prepared by a work group headed by Harold Hedges of FCA and recently issued by the Department's Interbureau Committee on Postwar Programs. The report "aims to provide information on the outlook for agricultural cooperative development in the postwar period, together with suggestions for constructive planning." Copies of this 41-page multi-lithed report can be obtained from FCA at Kansas City.

* * * * *

"THE IMPORTANCE OF CORRECT WIRING", the subject for one side of the next TIMELY FARM TOPICS PLATTER, is scheduled for voicing by J. R. Cobb of REA in St. Louis. The other side of the platter is planned for cutting in Washington July 31. Gove Hambridge will discuss the importance of the honeybee as a pollinator.

* * * * *